Note for Robinson, Yvette

From: Moore, Edna

Date: Mon, Nov 20, 1995 9:24 AM

Subject: RE: 11/15/95 - Parliament Party Zone

To: Robinson, Yvette

very good, Yvette. diplomatic, concise, and effective.

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From: Robinson, Yvette on Fri, Nov 17, 1995 10:55 AM
Subject: RE: 11/15/95 - Parliament Party Zone
To: Rafferty, Shelby
Cc: Medina, Maria

GOOD MORNING!

GENERALLY, WE HAVE THE ELEMENTS MEMO OUT ONE MONTH PRIOR TO THE ACTUAL EVENT. SINCE WE WERE STILL SELLING THE PROGRAM INTO THE CLUBS IT WAS NOT POSSIBLE TO ADVANCE THE MEMO - WE DID NOT HAVE EVENT INVOLVEMENT CONFIRMED AT EVERY CLUB.

UNFORTUNATELY, THE 4TH QUARTER PROMOTION WAS NOT APPROVED UNTIL THE FOURTH QUARTER - SO ALL ELEMENTS ARE BEING CONFIRMED ON A DAY TO DAY BASIS. WE REALIZE THAT THIS IS NOT THE MOST EFFECTIVE WAY TO RUN A PROGRAM, HOWEVER, I HAVE DISCUSSED TIME ELEMENTS AND ADVERTISING TIMEFRAMES WITH GMR AND WE WILL TRY TO RECTIFY THESE ISSUES.

FOR 1996 WE KNOW OUR DIRECTION, OUR MARKETS AND OUR BUDGET. WE WILL BE ABLE TO EXPEDITE THE PROGRAM EFFECTIVELY AND EFFICIENTLY.

WE LOOK FORWARD TO WORKING WITH BRAND AND HAVING A SUCCESSFUL AND EVENTFUL AND TIMELY (SMILE) 1996 PROGRAM.

ADDITIONALLY, DO YOU HAVE A LIST OF THE TSM'S? IF SO, PLEASE FORWARD TO MARIA AND MYSELF. THANKS.

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From: Rafferty, Shelby on Thu, Nov 16, 1995 5:12 PM
Subject: RE: 11/15/95 - Parliament Party Zone
To: Medina, Maria
Cc: Robinson, Yvette

Maria,

Could we try to get the elements memo out about one month prior to allow for the information to filter down to the TSM's? I also think we should send it out to all TSM's and above in our Party Zone markets. Please let me know if there is a field or TM issue with doing that. Also, I would really like to see the elements memo before it is distributed. Thanks for your help.

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From: Medina, Maria on Thu, Nov 16, 1995 9:48 AM
Subject: FW: 11/15/95 - Parliament Party Zone

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